

ORDER



KSNV

Orders
Order / Rev: 108295
Alt Order #: 06868207
Product Desc: Horsford/DCCC
Estimate: 2250
Flight Dates: 10/26/12 - 10/30/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/ Horsford
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$18,100.00	\$15,385.00
10/29/12	10/30/12	17	\$16,525.00	\$14,046.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$18,100.00	\$15,385.00	0.00
November 2012	17	\$16,525.00	\$14,046.25	0.00
Totals	25	\$34,625.00	\$29,431.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$34,625.00
Market	100%	\$133,173.08

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$33,293.27
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$33,293.27
KTUD	1%	\$1,331.73
KVVU	18%	\$23,971.15
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,658.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/26/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MT--F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/26/12	10/30/12	M-F Early News M-F Early News WAKE UP WITH THE WAGNERS	CM	5-630p	MT--F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					2	\$450.00		0.00			
E 2	KSNV	10/28/12	10/30/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MT----S	:30	1	\$250.00	1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/12	11/03/12	MT----S					1	\$250.00		0.00			
E 3	KSNV	10/26/12	10/30/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MT--F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					2	\$700.00		0.00			
E 4	KSNV	10/26/12	10/30/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MT--F--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					2	\$900.00		0.00			
E 5	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	10/28/12	10/28/12	Meet the Press Meet the Press MEET THE PRESS	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$3,000.00		0.00			
E 7	KSNV	10/26/12	10/30/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	MT--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$325.00		0.00			
E 8	KSNV	10/26/12	10/30/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MT--F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$425.00		0.00			
E 9	KSNV	10/26/12	10/30/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	MT--F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$450.00		0.00			
E 10	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$725.00		0.00			
E 11	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) NEWS 4 AT 430P	CM	4-5pm (4:30 PM-5:00 PM)	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$725.00		0.00			
E 12	KSNV	10/26/12	10/30/12	M-F Early News M-F Early News EARLY NEWS	CM	5-630p	MT--F--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					3	\$1,200.00		0.00			
E 13	KSNV	10/26/12	10/30/12		CM	630-7pm	MT--F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00

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				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	MT--F--	1		\$1,300.00		0.00						
E 14	KSNV	10/26/12	10/30/12	M-F Wheel	CM	7-730pm	MT--F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	MT--F--	1		\$1,300.00		0.00						
E 15	KSNV	10/26/12	10/30/12	FacetoFace/Ralston Rep	CM	730-758pm	MT--F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE TO FACE W/ JON RALSTON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	MT--F--	1		\$900.00		0.00						
E 16	KSNV	10/29/12	10/29/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$4,000.00		0.00						
E 17	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$10,000.00		0.00						
E 18	KSNV	10/26/12	10/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT--F--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	MT--F--	2		\$1,200.00		0.00						
E 19	KSNV	10/26/12	10/30/12	The Tonight Show	CM	1135p-1236a	MT--F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/26/12	11/01/12	MT--F--	1		\$500.00		0.00						
													Totals	25	\$34,625.00